



Our 51st Christmas Opening

Toys, Games and a World o' Playthings

Come In and See What An All-Year-Round Toy Store Can Do When It Faces a Holiday Campaign

This Macy's Toy Store is an All-the-Year-Round Toy Store. It is gathering and distributing Toys, Games and Playthings every week in the year. Its holiday displays set the New York Standard.

China, Glass, Bric-a-Brac

Basement and Main Floor.

Double the Value of Your Christmas Gift by Making Your Purchases from Macy's China, Glass and Lamp Departments

SATISFACTORY selection—surely! Here are stocks greater than the combined stocks of all the other department stores in New York City.

Enormous assortments—not maintained for the glory of it, but because the demands made upon this China and Glassware Store make such stocks necessary.

The demands, of course, are the direct result of matchless value-giving—and that the direct result of having matchless facilities for gathering and distributing China and Glass. Of the facilities, our own potteries, glassware factories and decorating shops—both here and abroad—are most important. As producers of China and Glass we have easy access to other famous factories and close alliances with some of the most celebrated concerns known to the trade.

With firm command of the market, we are able to buy China and Glass cheaper than other dealers.

That we undersell at all times is conceded.

Shadow-Box Porcelains—Reduced.

HAND-PAINTED PORCELAINS, framed in shadow boxes; every one in our stock bears a new price mark—A HOLIDAY SPECIAL PRICE. For example:

Were.....	\$7.43	\$17.87	\$43.89	\$49.87	\$136.42	\$147.83
Now at.....	\$3.49	\$12.89	\$31.03	\$34.89	\$96.86	\$98.63

Reduced Goods from Our Lamp Department.

The Lamp Department section is the largest and most complete in New York. Not alone in the unequalled assortment shown, but in the very moderate prices prevailing. We can supply every need. This week we have culled from our stock a tableful of goods which we have reduced, many of which will make appropriate CHRISTMAS GIFTS. In the lot will be found Oil-Lamps, Electrolites, Gas-Lamps, Electric Portables, Globes and Shades. These are reduced from 15 to 40%, and as many are only one of a kind we would advise an early call. A FEW HINTS:

Were.....	\$123.47	\$70.00	\$83.00	\$96.24	\$97.89	\$105.00	\$125.00	\$190.00
Now.....	\$69.83	\$44.89	\$50.63	\$40.89	\$73.63	\$59.89	\$97.89	\$94.89

Fine Plates Reduced.

The exhibit embracing choicest products of famous potteries, such as Wedgwood, Crown Derby, Hammersley, Royal Berlin, Theo. Haviland, and others.

Our entire stock of fine plates has been reduced. The clearance prices are decisively low:

Plates that were.....	\$43.00	\$59.37	\$97.21	\$119.43	\$149.86	\$190.00
ARE NOW.....	\$26.89	\$47.89	\$53.89	\$95.89	\$120.00	\$140.00

Handsome Gifts in Neat Cases.

The following goods are packed in neat white leatherette cases, and make acceptable Christmas gifts.

6 After Dinner Coffee Cups and Saucers, Theo. Haviland China, decorated with pretty rosebud design and gold.....	\$3.97
6 Ramikins and Plates, German China, decorated with neat green border and gold line.....	\$4.23
12 Cut Glass Tumblers, strawberry, diamond and fan design.....	\$5.67
12 After Dinner Coffee Cups and Saucers, Carlsbad China, decorated with maroon border and roses and gold.....	\$6.23
Teapot, Sugar and Cream, Theo. Haviland China, pretty floral design, with gold.....	\$6.47
Ice Cream Sets, 13 pieces, Austrian China, decorated with neat border and gold line.....	\$6.79
12 Tea Cups and Saucers, Carlsbad China, decorated with neat floral design and gold line.....	\$7.37
12 Bread and Butter Plates, Rudolstadt China, decorated in gold and white.....	\$7.67
12 Plates, Theo. Haviland China, gold and white.....	\$8.23
Berry Sets, 7 pieces, Cut Glass Bowl and 6 Preserves to match.....	\$11.79
6 Roemers, decorated in gold, with bow-knot designs.....	\$14.93
12 Bouillon Cups and Saucers, Limoges China, decorated with violets and heavy gold border.....	\$15.37

Choice Bric-a-Brac

Our stocks of Bric-a-Brac are the largest and most complete to be found in New York, and compared with the prices such wares usually command our prices seem marvellously low. We invite comparison. Represented are all the well-known factories in Europe. Lovers of Ceramic Art find here a greater variety than can be seen by months of travel.

The Bric-a-Brac stocks include: Tepals, Crown Derby, Dresden, Royal Bonn, Austrian, Royal Berlin, Salsol Venetian Glass, Carved Porcelains, Framed Porcelain Paintings, Clousonne, Belleek, Rudolstadt, Italian, Chinese and Royal Worcester.

Folks seeking "out of the ordinary" Gifts will find here many exclusive novelties.

FURNITURE--Appropriate for Gifts

GIFTS suitable for Women include exceptionally handsome Desks, Writing Tables, Work Tables, Fancy Chairs and Rockers, Music and Parlor Cabinets, Dining Tables, Cheval Mirrors, etc.

Gifts suitable for Men include Den Furniture in Mission and other styles, Easy Arm Chairs and Rockers, Cellarettes, Morris Chairs and a fine selection of Office Desks and Office Furniture.

We centre attention on these Christmas Furniture Gifts by an underpricing quite as attractive as is usual during our semi-annual Furniture Sales.

Your choice can be made now and your purchase held for delivery on any date you specify.

Women's Desks, quartered oak, bird's-eye maple, curly birch and mahogany finished; highly polished; 26 inches long; one large drawer and rack for stationery; regularly \$10.49; our sale price..... **\$8.24**

"Sleepy Hollow" Rockers, to match the desks; regularly \$32.49; our sale price..... **\$24.89**

Gift Furniture: Corner Chairs, regularly \$6.24; sale..... **\$4.49**

Roman Seats, regularly \$15.24; sale..... **\$9.74**

Arm Chairs, regularly \$21.24; sale..... **\$15.24**

Hall Clocks, oak case, weathered finish, 5 ft. 8 in. high, 18½ in. wide and 11 in. deep; 8-day movement; hour and half hour strike; sold elsewhere at \$12.00; our price..... **\$5.74**

Bookcases, solid oak, 60 in. high, 36 in. wide; wood gallery and brass rod for curtains; four adjustable shelves; regularly \$6.24; sale..... **\$4.74**

Cellarette Chests, in weathered oak and mahogany finish; fitted with compartments for six bottles, racks for glasses, chips and cards; regularly \$6.94; sale..... **\$4.74**

Arm Chairs, quartered oak, highly polished, with saddle and cobbler seats; regularly \$8.24; sale..... **\$4.67**

Arm Chairs, large size, mahogany finished frame, highly polished, spring seats, covered with tapestry, damask or velvet; regularly \$5.94; sale..... **\$5.94**

Morris Chairs, quartered oak, extra large size, with massive claw feet and wide arms; spring seats with reversible cushions, covered with velvet; regularly \$12.74; sale..... **\$9.89**

Furs: Coats, Scarfs and Muffs

Second Floor.

FUR-LINED COATS , of excellent quality black broadcloth, mounted over very dark natural muskrat, with collar of sable squirrel; 52 inches long.....	\$48.74
MOIRE RUSSIAN PONY COATS , of very flat French-dyed pelts, lined with broadcloth silk; 50 inches long.....	\$74.75
FRENCH SEAL COATS , very close fur, lined with broadcloth silk or guaranteed satin; 50 inches long.....	\$98.75
IMPORTED MARMOT COATS , of finest quality, lined with heavy white satin; full length, semi-fitting models.....	\$149.00
HUDSON SEAL COATS , of selected skins, lined with heavy broadcloth silk; full length.....	\$189.00
POINTED FOX SETS , Russian collar, trimmed with tails at the back, and tabs finished with large brushes and paws; handsome rug muff, trimmed to match, with shirred silk lining; set.....	\$64.75
NATURAL BROWN MARTEN SCARFS , long pelerine shape, trimmed with long tails and passamonts; very full double fur.....	\$17.74
NATURAL BROWN MARTEN MUFFS , large rug shape; trimmed and lined to match above pelerine.....	\$21.74
BLACK LYNX SCARFS , Leipzig dye, graduated throw shape, with broad tabs; lined with guaranteed satin.....	\$22.74
BLACK LYNX MUFFS , rug shape, trimmed with large head and tail; shirred or plain satin lining.....	\$28.74

Women's Coats

For Street—For Evening—For Travelling

Second Floor.

IMITATION SEALSKIN JACKETS , 40 inches long; the material is an all-silk cut velvet, dyed a beautiful dark brown and cut to imitate the texture of seal skin; semi-fitting model, lined with heavy satin; value \$40.00; special.....	\$26.74
CARACAL CLOTH COATS , Directoire model, of imported material; semi-fitting back, high neck, large revers, large buttons; richly lined; value \$32.50; special.....	\$23.74
CHIFFON BROADCLOTH EVENING COATS , a long collarless model of fine imported material, silk lined throughout and interlined in all the delicate evening shades, as well as black, trimmed with silk braid; value \$35.00; special.....	\$19.74
LONG COATS , for travelling, steamer or motor wear, made of handsome mixtures, in either light or dark colorings; semi-fitted and loose models; values up to \$18.74; special.....	\$13.74

Dress Patterns---For Holiday Gifts

First Floor.

A Dress Pattern is such an appropriate and welcome gift that we are presenting an especially attractive assortment, including Plain and Fancy Dress Goods in colors and black.

We will box these Dress Patterns in neat boxes that will add to the beauty of your gift.

BLACK PLAIN AND SHADOW-STRIPED PANAMAS, Serges and Chevots at..... **\$3.09, \$3.59 and \$5.49**

BLACK IMPORTED FANCY WEAVES, in Shadow Stripes, Checks and Armures, at..... **\$4.79 and \$5.49**

IMPORTED AND DOMESTIC BROADCLOTHS at..... **\$5.94, \$7.39 and up to \$17.89**

COLORS AND FANCY SUITINGS, in the most desirable colors and patterns, including Serges, Panamas, Striped Worsteds and Fancy Chevots, at..... **\$3.09, \$3.49, \$3.89, \$4.39, and up to \$9.49**

IMPORTED PLAIN AND FANCY VOILES, Henriettes, Prunelles, Batistes and many other popular styles and weaves..... **\$5.89, \$6.29, \$7.89 and upward**

IMPORTED AND DOMESTIC BROADCLOTHS, in a splendid range of colors, comprising all the staple and new shades, at..... **\$5.89, \$7.43, \$8.34 and up to \$17.39**

Silk Sale---Holiday Offers

Main Floor.

WE have selected thousands of yards of Standard Silks and made price reductions which every shopper will recognize at a glance. The soft, clinging Satins and Meteor Crepe and Black Satin Messaline are well known qualities and desirable.

The bargain prices quoted below represent but a few of the remarkable values which are to be offered Monday in the Silk Department.

COLORS SATIN MESSALINES, yarn dyed; every desirable color is represented; one yard wide; sold regularly at \$1.35; our price, a yard..... **99c**

COLORS METEOR CREPE, excellent quality, very desirable, all the new and latest colorings are represented; 28 inches wide; same quality sold elsewhere at \$1.25 a yard; special at..... **94c**

BLACK METEOR CREPE, one of the most popular fabrics of the season; similar quality sold elsewhere at \$2.50 a yard, 44 inches wide; our price..... **\$1.94**

BLACK SATIN MESSALINE, yard wide, splendid quality; regularly sold at \$1.35; our price, a yard..... **99c**

Fancy Table Linens

Main Floor.

PRINCESS LACE CENTREPIECES AND SCARFS, pure linen centres, lace-trimmed, hand-made.

Round Centrepieces: 30-in.; elsewhere \$1.00; sale..... **\$1.08** | 45-in.; elsewhere \$7.50; sale..... **\$3.96**
24-in.; elsewhere \$1.00; sale..... **\$1.49** | 54-in.; elsewhere \$9.00; sale..... **\$4.96**

Scarf: 20x45 and 20x54; values \$5.00 and \$6.00. Sale..... **\$2.69 and \$2.98**

CLUNY CENTREPIECES AND SCARFS, pure linen centres, trimmed with genuine French hand-made Cluny lace.

Round Centrepieces: Size..... 20-inch..... **\$1.39** | 24-inch..... **\$1.79** | 28-inch..... **\$2.39** | 45-inch..... **\$4.96** | 54-inch..... **\$7.94**

Scarf: 20x54 inches..... **\$4.24 to \$5.94**

PURELINEN TABLESETS, consisting of one 24-inch round centerpiece, six 10-inch round doilies, six 6-inch round doilies; put up in fancy fan-shaped boxes; scalloped edge; sold elsewhere at \$3.00; sale..... **\$1.98**

RENAISSANCE CENTREPIECES, plain circular centres, with 18-inch deep lace around edge; size 45 inches square; value, \$4.00; sale..... **\$2.49**

RENAISSANCE CENTREPIECES, pure linen centres, edged with lace and decorated with two rows of Japanese hand-drawn work; 54 inches round; value, \$7.00; sale..... **\$4.96**

RENAISSANCE CENTREPIECES, linen centres, lace edged and decorated with a circular lace insertion; 54 in. round; value \$9.00; sale..... **\$5.94**

RENAISSANCE TABLECLOTHS, pure linen centres, edge trimmed with deep lace; in two styles; one with two rows of Japanese hand-drawn work in centre; the other with a 28-inch circular lace insertion; 72 inches round; value \$12.00; sale..... **\$7.89**

RENAISSANCE SCARFS, pure linen centres, trimmed with lace, in a good variety of patterns; size 20x54 inches; values ranging up to \$2.50; sale..... **\$1.39**

Holiday Handkerchief Selling Starts with Tripled Selling Space

Main Floor.

WE have made the usual preparation for our enormous Holiday Handkerchief displays. We have unequalled facilities for gathering Handkerchief stocks and are the only retail house having our own Handkerchief factory.

In addition to showing the products of our factory in Belfast, Ireland, we offer the standard products of other good manufacturers. If monograms or initials are to be embroidered to order, we suggest that your order be given early.

For Men

All Pure Linen Hemstitched Handkerchiefs, fully laundered; six for..... **49c**

Better qualities, with ¼, ½ and 1 inch hems, six for 59c and 69c, and each..... **12c**

Imported Irish Linen Handkerchiefs, regular sizes, ¼, ½, ¾ and 1 inch hems, hand-drawn hemstitched, each..... **15c, 19c, 24c, 29c, 34c and 49c**

Handkerchiefs, extra large, with ¼, ½, ¾ and 1 inch hems, hand-drawn hemstitched, each..... **24c, 34c and 49c**

Pure French Linen Handkerchiefs, hand hemstitched, with ¼, ½ and 1 inch hems, each..... **49c, 69c, 89c, \$1.39 and \$1.69**

Pure French Linen Handkerchiefs, hand hemstitched with very effective corded and plaid designs, each..... **49c, 89c and 99c**

Pure French Linen Damasse Handkerchiefs, hand hemstitched, at..... **49c, 69c, 89c, 99c and \$1.19**

All Linen Handkerchiefs, with large openwork embroidered initial, ¼-inch hems; sold elsewhere at \$1.00 for box of six; our price..... **72c**

Finer qualities, with initial, six for 99c

Men's Mufflers—A complete stock, in plain black or white silk, brocade of fancy Mufflers and scarfs at 69c..... **99c, \$1.24 to \$4.96**

For Boys

Imported Irish Linen Handkerchiefs, with ¼-inch hems, hand-drawn, hemstitched..... **12c, 18c and 24c**

All-Linen Handkerchiefs, ¼-inch colored border hems; each..... **12c**

All-Linen Handkerchiefs, ¼-inch hems, with neat block initials, each 12c

For Children

Plain Handkerchiefs, with colored border, three in fancy box, at..... **14c**

Children's Colored border Handkerchiefs, with colored embroidered initial, three in fancy box..... **25c**

Pure Linen Handkerchiefs, with colored border, three in fancy box, at..... **19c**

Fine Oil Paintings Reduced

Art Gallery, Third Floor.

TIME increases—not diminishes—the value of a good oil painting, signed by a well-known name—but while, from an artistic point of view, it might gratify us to keep these paintings hanging on our walls, they are subject to our general merchandising rules and must be moved when they have been here the allotted time.

All are in gold frames; some have shadow-boxes.

	Was	Now
Still Life—G. F. Steenks (2).....	\$21.44	\$14.89
Cello Player—M. Pisari.....	44.74	29.74
Medici Period—F. Tayo.....	59.84	39.74
The Outpost—F. Welser.....	57.89	39.74
Tyroler Landscape—A. Toldt.....	47.89	39.74
Congential Company—K. Vollmark.....	71.74	49.50
Return from the Vineyard—G. E. Sernicola.....	71.50	49.50
A Bath for Doggie—V. Hilgert.....	89.74	59.74
A Torrent in the Alps—R. Giffinger.....	105.00	84.50
An Attack—J. Irvany.....	105.00	84.50
Landscape With a Water-Mill.....	116.00	84.50
Scotch Cattle and Landscape—Douglass Campbell (2).....	175.00	125.00
Tickling the Baby—E. A. Rode.....	194.00	149.00
Confidences—E. Costa.....	218.00	149.00
His Photograph—G. Bellei.....	180.00	149.00
Agreeable Customers—L. Pastega.....	\$265.00	198.00

\$3.75 Blanket Robes, \$2.48

MEN'S FINE IMPORTED BLANKET ROBES—Plain colored grounds, with Jacquard figures; girdle and neck cord to match.

Women's Hand Bags

Genuine black seal leather, nine-inch size; frames overlapped and riveted; capped corners, leather lined, double strap handles and fitted with purse; sold elsewhere at \$4.50; our price..... **\$3.49**

Card Engraving

Main Stairway Landing.

Plate and Fifty Cards, script type..... **49c**

Plate and Fifty Fine Cards in black Old English type..... **89c**

Plate and Fifty Cards—shaded Old English type..... **\$1.44**

Monogram to Order; several styles to select from; special at..... **69c**

Children's Hats—Special

2d Floor.

Jack Heaver Hats, made in Jack Tar style for boys 3 to 7 years old. These are new Hats just received and are offered in navy, brown, olive, castor and black. Would be splendid value at \$2.50; our price for this sale..... **\$1.69**

An assortment of finest quality Long Nap Beaver Hats, in square and round crowns, medium and large brims; also Jack Tar shape; generally sold at \$4.50 to \$5.00; our price..... **\$3.74**

Fine Standard Library Sets

Balcony, 35th St., rear.

Smollett's Works, Library Edition, 12 Vols., half Calif, \$17.96	
Carlyle's Works, Sterling Edition, 10 Vols., half Morocco, \$12.21	
Ruskin's Works, Illustrated Edition, 13 Vols., half Morocco, \$16.24	
Dickens' Works, Illustrated Sterling Edition, 15 Vols., three-quarter Morocco, \$18.24	
Irvings' Works, Poetic Edition, 40 Vols., half Morocco, \$64.00	
Stevenson's Works, Thistle Edition, 26 Vols., \$48.54	
Thackeray's Works, Illustrated Cabinet Edition, 20 Vols., \$34.94	
Shakespeare's Works, Cambridge-Pickering Edition, 21 Vols., half Morocco, \$34.11	
Toilet's Works, Library Edition, 12 Vols., half Calif, \$17.96	
Charles Reade's Works, Illustrated Cabinet Edition, 16 Vols., half Morocco, \$30.12	
Balzac's Works, Illustrated Edition, 18 Vols., half Morocco, \$24.11	
Dumas' Historical Romances, 15 Vols., half Morocco, \$18.61	

Fine Silk Cloth Sets

Balzac's Works, Illustrated, 18 vols. \$10.81	Toilet's Works, Popular Edition, 12 vols. \$7.21
Scott's Works, Sterling Edition, 12 vols. \$7.21	Ellet's Works, Illustrated, Sterling Edition, 8 vols. \$4.81
Bulwer-Lytton's Works, Sterling Edition, 15 vols. \$9.24	Chas. Reade's Works, Library Edition, 12 vols. \$8.96

Handy Volume Editions

Bound in flexible leather.

Edgar Allan Poe Works, Virginia Edition, complete in 17 vols.,	\$15.12.
Hawthorne's Works, Lenox Edition, 14 vols.,	\$12.54.
Robert Browning's Works, Camberwell Edition, complete in 12 vols.,	\$10.61.
Chas. Dickens's Works, New Century Edition, 17 vols.,	\$14.96.
Tennyson's Works, Farringford Edition, 10 vols.,	\$5.06.
Scott's Works, New Century Edition, complete in 12 vols.,	\$17.50.
Shakespeare's Works, Rolfe Edition, 16 vols., each vol. per vol.	
New Century Library—Dickens, Eliot, Thackeray—\$2c. per vol.	
Temple Edition of Shakespeare, 44c. per vol.	